

aia nevada
ELECTION
november 18



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It's not too late to run for office! A nomination form is enclosed in the newsletter.
Get involved...Make a difference.

AIA Las Vegas

A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

UNIVERSITY REPORT CLASSIFIEDS OPPORTUNITIES MEETINGS AND EVENTS

FORUM



AIA LAS VEGAS PRESIDENT'S MESSAGE

by John Treston, AIA

THIS IS A CALL TO ALL THOSE TOO BUSY TO LISTEN, TOO HURRIED TO CARE, AND TOO BURIED TO NOTICE.

Take some time to relax, mellow out, chill, and take note that the Western Mountain Region and all the associated events with Architecture Week are here!



Where are you?

Before the last, big push, we need some comforting thoughts, *that people will actually take the time to attend.*

Turn in those WMR forms indicating you are going to *attend*, you are going to *participate*, you are going to *minge*, and you are going to *make a difference*.

If you have not noticed, we have already had a *"get together"* for *Artists and Architects*. This is the first year that the Architects have out numbered the Artists. So, if you could not attend, get together with your favorite artist and make a difference. Start *"gambling with growth"* and produce an artistic piece that has no relationship to the projects you are now engrossed in.

I dare you! Take a break and expand your horizons.

Get the point? Not yet?

How about a meeting concerning growth? If that is more of a relaxing event, join your neighbors and friends to develop an AIA Las Vegas stand on growth in the valley. *If we do not do it, who will?* We are here to lead, not follow. What better topic to tackle during an election year? Ask your local representatives *how they stand on growth*.

Do they have a plan? Am I getting to you yet?

How about kids? Children of all ages. Do you want to help with an elementary/middle school *"play"* to teach children about architecture?

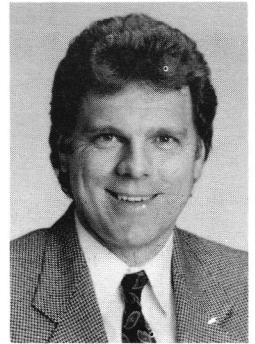
How about high school students? Be a *mentor* during architecture week and one for the high school design awards contest.

AIA NEVADA PRESIDENT'S MESSAGE

by Brad Schulz, AIA

YOU DON'T WIN IF YOU DON'T PLAY

This will be the last opportunity I have to tell you all about the WMR Conference. I have been asking you all year to help in the planning of the conference and the response has been great. Now I am asking you to sign up to attend the conference.



Why should I attend the conference?

I'm glad you asked that question! We have worked very hard to create a regional conference that you all can benefit from attending, and be proud to have hosted. Our theme "Gambling with Growth" lets us examine the positives and negatives of the explosive growth we are experiencing in Las Vegas. One seminar will deal with the controversial aspects of urban growth boundaries the "Ring Around the Valley" syndrome. A seminar will examine various options to the way growth has been handled around the West. Another seminar will discuss the Public/Private partnership potentials to deal with growth. Our final seminar will discuss the advantages of Masterplanned Communities. There is an impressive list of speakers scheduled to present these seminars. Out of all of this and with the help of our newly formed committee on growth, AIA Las Vegas is going to issue its formal position on growth to the media.

We encourage all locals to attend the product show on Thursday night whether you register for the conference or not. Our speaker will be Keith Schwer, Ph.D., Director Center for Business and Economic Research UNLV. Dr. Schwer compiles all the demographic information for the annual "Las Vegas Perspective" and for Preview 98. He will create a program that is directed to the design and construction industries. It is our goal to have Dr. Schwer make a presentation at our future product shows establishing a new tradition of an annual "Design and Construction Preview". This will help make AIA a voice to the media and the community. This forecast along with the fun we already have at the product shows makes this an evening you don't want to miss.

After the seminars on Friday, we have the Host Chapter Party. We have reserved two floors atop the Stratosphere Tower. There will be several rooms offering views of the entire valley with a variety of food and entertainment. This promises to be a great party. The cost of this party is \$45. It is however included if you register for the conference.

AIA LAS VEGAS PRESIDENT'S MESSAGE

by John Treston, AIA

Am I making any headway here?

How about a free display of your work? Show the people of Las Vegas, at least the ones that go to the Galleria mall, what type of work we do in the valley and elsewhere. Prepare those displays, dust off those models, and participate.

Do you love photography? We have a photo show that needs your entries. It too is a part of Architecture Week. You might get your favorite Nevada "built environment" on display for the public to admire.

I think I have made my point.

Do you really love Architecture and its related works?

Prove it!

Come out and express yourself. Without you, it just would not be much fun!

AIA NEVADA PRESIDENT'S MESSAGE

by Brad Schulz, AIA

The final event of the conference will be the AIA Nevada and WMR Design Award Program. This will be held Saturday night at Bally's. This black tie optional event will present the AIA Nevada Service Awards, The WMR Honor Awards and the AIA Nevada and WMR Design Awards. This festive evening promises great food and drink, our Silent Auction to benefit our Scholarship fund and an elegant showcase for our deserving winners. This event costs \$50 and is not covered by the conference registration.

The conference is also the end of Architects Week. There will be exhibits of local architects works at the Galleria Mall. Architects will be speaking at all of the area high schools. A program is being developed to present to the elementary schools. An Artists & Architects collaboration will also be showcased.

Another good reason to attend the conference is to interact with other architects from our region. Our region includes Arizona, Colorado, Nevada, New Mexico, Utah and Wyoming. Individually our states do not carry much clout and are not easily recognized for their achievements. Collectively we become a force and we are all stronger by this cooperation and collaboration. We can learn many things from other architects in the region.

The final reason to attend is one of pride. We have a wonderful Chapter in Las Vegas. We are doing great things in Nevada. A strong showing by our host Chapter will tell not only our region, but the country that we are proud of our community and the work we are doing here.

The conference is coming together. I can safely say, you will not be disappointed if you attend. I wish to thank the conference committee for their continued good work. Their time and efforts are greatly appreciated.

Please register for the conference, and to keep Randy from worrying too much please register early! Thanks.



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**ARCHITECTURE WEEK
OCTOBER 4 - 10, 1998**

**ARTISTS & ARCHITECTS III - "GAMBLING WITH GROWTH"
2ND MIXER SCHEDULED**

If you missed the first opportunity to form your team, you have a second chance. Wednesday, September 9th at the Contemporary Arts Collective - 103 E. Charleston, Suite 102 (In the Arts Factory - Charleston & Casino Center) the second mixer for the Artist & Architects III Exhibit will be held. Artists and Architects are invited to attend and bring samples of their work so that teams can be formed. Create an artistic piece, in any medium, for this year's exhibit utilizing the theme "Gambling With Growth". The teams will have from September 9 to October 3rd to complete their projects. The resulting collaborative efforts entitled Artists & Architects III "Gambling With Growth" will be exhibited at the UNLV School of Architecture during Architecture Week - October 4-10, and the remainder of October.

"ARCHITECTS IN SCHOOLS"

Architects and Associates are invited to participate in this program that introduces design career options to high school students. Visit a high school drafting or art class and answer questions, talk about your own career choices and options and encourage students to further their education in this area. This program also launches the design challenge used in the "1999 High School Design Awards". If you are interested in participating in this program, please contact Eric Christensen, Welles Pugsley Architects - 435-1150.

"BUILT ENVIRONMENT PHOTO SHOW"

Here's the perfect opportunity to show off your photo skills. Enter your photographs in the AIA Built Environment Photo Show. Entries should be made on 35mm slides; entry fees are \$5.00 per slide or five for \$20.00; and should be delivered to Jeff Bender at Tate & Snyder Architects by September 11th. The entries will be juried and 20 Winning Photos will be selected for the exhibit to be displayed at the UNLV Architecture Library from October 1 -25. The exhibit will then move to the Sahara West Library and will be on display from October 27 through December 28, 1998. Questions? Contact Jeff Bender at Tate & Snyder Architects, 456-3000.

ARCHITECTURAL EXHIBITS AT THE GALLERIA MALL

In celebration of Architecture Week, AIA Member Firms are invited to provide displays of their firm's work at the Galleria Mall, October 4-10. Models, renderings, photographs and any all materials telling about your firm and your projects can be used. The purpose of Architecture Week is to increase public awareness of architecture and our built environment. This is an excellent opportunity to make contact with the public and to provide information and examples of the importance of the built environment. For more information and to participate contact Shawn Souci at 260-7000.



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MARKETING TIP

by Bill Gallagher, Ph.D.

THE 7 SECRETS OF GREAT BUSINESS NAMES

One of the first things our new clients want to do is to change their business names. It can be disaster or windfall. Your business name is very important and a simple change can have a big effect. A drastic name change can destroy all the recognition you have carefully built up, but a careful tweak can send a strong message. Choosing a good business name seems to be a formidable task for most of us and we often get it wrong. Maybe it's because we like our own names so much or it's because we think we need to be cute or something.

We've seen some incredibly silly names for businesses. They appear to be chosen almost at random, as if it didn't make any difference. Well, it does! Your name should reflect your market niche, your identity, and be able to easily reach your customer base. In most cases your own name means very little to your customers. For example, "Gallagher & Associates" means nothing. It says nothing. If you watch a lot of TV, maybe you know of a comedian named Gallagher who breaks open watermelons with a huge wooden mallet. Beyond that Gallagher means nothing. "S? Foods" also says nothing. By now most of us have heard of them, however. Of course, S? gives a better message for food products than W's full name, Wormer!

Think of a Chinese restaurant called Foo's Rush Inn. What about the hair styling center called Curl Up & Dye? Then there's Nice To Be Kneaded Massage Center. Three Sheets To The Wind is a shop for bedding supplies. Get your hair pieces at The Wig-Wam and on and on.

Silly names to be sure. Memorable, maybe. But would you shop there? Okay, what are the secrets? Here are seven.

1. Make sure that your name tells what you do. Our absolute favorite is Jiffy Lube. It not only tells you exactly what they do, but a benefit to you is implied.
2. Make your name expandable. If you say you're Allied Software you'll never be able to sell hardware products.
3. Avoid name trends. For awhile everything was something-rama, then it was something-land, now it's something 'R Us.

Continued to page 15.

NEW MEMBERS

We are very happy to welcome these new members to the AIA Las Vegas Chapter.

Associates:

KEVIN TRUDEAU, ASSOC. AIA

Carpenter Sellers Associates

Allied:

ALAN D. JOHNSON

McCarthy

Please note: The cost of AIA membership meetings is steadily rising. Membership dues do not cover these costs, and the Chapter simply cannot afford to provide meals for non-members without charge, or to pay for meals for RSVP no-shows. For this reason the Board of Directors has established these policies:

- * AIA Membership is exclusive to the individual member. If you cannot attend a meeting, you cannot send someone else in your place.
- * If you RSVP for a meeting and then do not attend (without canceling your (RSVP) you will be invoiced for the cost of that meeting.
- * If you attend the meeting without an RSVP, you will be invoiced for the cost of the meeting.



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WMR CONFERENCE UPDATE OCTOBER 8-11 - BALLY'S LAS VEGAS

REGISTER FOR THE WMR

You say you've lost your WMR Registration Form. It's buried underneath all the stuff on your desk and you can't find it. Not to worry. We're enclosing a copy of the form.... which you can duplicate and pass around to everyone in your office.....then all of you can register for the WMR Conference.

What is included in your WMR Registration? Plenty.

- * The WMR Product Show, Reception & Dinner
 - 125 Exhibitors, Up-to-the minute products, services and technology
 - AIA CE Credits — Door Prizes —
 - Keynote Speaker - Dr. R. Keith Schwer, Director Center for Business & Economic Research University of Nevada, Las Vegas Providing the 1999 Forecast for Architecture & Construction
- * Nationally acclaimed speakers and panelists discussing
 - "Gambling With Growth" issues - Oct. 9 & 10
 - AIA CE Credits for attending each program.
 - "Density vs. Sprawl: Urban Growth Boundaries"
John Fregonese, Fregonese Calthorpe & Associates
Senator Dina Titus, Commissioner Erin Kenny and
John Ralston, Las Vegas Review Journal
 - "Growth in the Western City: What's the Right Solution?"
William E. Riebsame, Geography Professor,
University of Colorado and Steve Holbrook from
the Coalition for Utah's Future
 - "The New Las Vegas: Public/Private Partnership and Urban Redevelopment"
Richard Smith, Vice President, America Nevada Corporation, Rob Snowden, Executive Vice President for World Entertainment Centers, Teresa O'Donnell, Director, Las Vegas City Planning
 - "Masterplanned Communities: A Blueprint for the West?"
Author and noted journalist, Alex Marshall, Steven Van Gorp, Las Vegas City Planning, Jeff Rhodes, AIA, The Howard Hughes Corporation and Richard Beckman, AIA UNLV School of Architecture

- * The Fabulous Host Chapter Party (\$40.00 per ticket if not registered for WMR)
Atop the Stratosphere Tower - Music, Entertainment, Food, Drink, Free Observation Deck, Discounts on the "Big Shot" and "Roller Coaster", Surprises and Fun.

AIA NEVADA AND WMR DESIGN AWARDS BANQUET

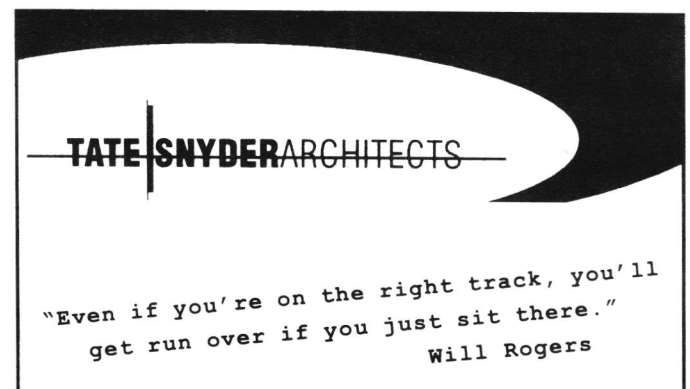
The highlight of the WMR Conference and Architecture Week in Nevada, will be the Design Awards Banquet being held on Saturday evening, October 10th in the Pacific Ballroom at Bally's Las Vegas. The black-tie optional affair will begin with the Reception and Silent Auction at 6 PM. Items are being gathered from some of the most notable names in architecture and will be offered for sale to benefit the AIA Las Vegas Scholarship Fund.

Over 140 entries have been received for the WMR Architectural Design Awards and over 70 for the AIA Nevada Design Awards. The entries will be on display at the Awards Banquet. Following dinner, the Awards Program will begin with the presentation of the AIA Nevada Service Awards, the AIA WMR Honor Awards, the WMR Architectural Design Awards and the AIA Nevada Design Awards.

There will be music and entertainment and more than a few surprises to the evening. Don't miss this gala celebration. Tickets \$50.00 each. Tables of 10 \$500.00. Call to reserve your tickets or your table today - 702-895-0936.

NEED A ROOM AT BALLY'S? BETTER CALL TODAY!

If you want to stay at Bally's during the Conference....or even for the night of the Design Awards, you'll want to call today to secure your hotel reservation. With the exception of our WMR room block, Bally's is completely sold out on October 9 & 10. Our room block is only good until September 14th, and is filling up quickly, so you'll want to call 800-833-3308 today and be sure to reference the computer name "BARCH".



WMR KEYNOTE SPEAKER

AIA Nevada is very pleased to announce that Dr. Keith Schwer, Ph.D., Director of the UNLV Center for Business and Economic Research will be the keynote speaker for the Western Mountain Region Conference, on October 8th. Dr. Schwer is well known for his yearly forecasts entitled "Preview 98" and "Las Vegas Perspective", which he prepares for the Las Vegas Chamber of Commerce. His presentation at the WMR Product Show, will be the first in a new AIA Nevada tradition of presenting a yearly "Design and Construction Preview" for the industry. Complementing the "Gambling With Growth" theme of the Conference, the "Design and Construction Preview" will provide an overview of industry conditions throughout the region and a beginning point for the speakers and discussions to follow.

Dr. Schwer has over 25 years of experience in business and economics research in major university programs in Maryland, Nevada, Oklahoma, Tennessee, Vermont and Wyoming. He received his doctorate in economics from the University of Maryland and holds a bachelor's degree in statistics and a master's in economics from the University of Oklahoma.

The Center's programs of research, consultation and publication cover a wide range of policy issues. The Center assists local, state and federal government agencies, major corporations, small businesses and the public.

Specializing in economic impact analysis, econometric modeling, feasibility analysis, and survey research, the Center and Dr. Schwer are recognized as authorities on the business and economic environment of Las Vegas, the state of Nevada and the region. His work has been quoted in recognized news publications (including the Wall Street Journal, Barron's, The Economist, The New York Times, the Los Angeles Times and the Toronto Globe and Mail, to name a few).

Professor Schwer authors many reports and conducts both basic and applied research. Some of his recent academic research has appeared in the Annals of Regional Science, Journal of Applied Economics, the Review of Regional Studies, the Journal of Gambling Studies, the Journal of Insurance Issues, Review of Black Political Economy, Environment and Planning, Journal of Cultural Economics, Environment and Behavior, Journal of Travel Research, International Regional Science Review, Journal of Media Economics, and the Journal of Applied Business Research. Additionally, he is a contributing editor to the Nevada Business Journal.

LOCAL NEWS

AIA FALL PUTTING TOURNAMENT

Friday, September 4th - 6:30 PM - Angel Park Golf Club - Use the sign-up sheet inserted in this newsletter to get your team registered. Great prizes....great fun.... putters provided.....and, oh yes....there's food too. Sign your team up today.

THE WMR PRODUCT SHOW /S THE SEPTEMBER MEETING

125 Exhibitors...Prizes....Games.....Continuing Education Credits.....Reception and Dinner.....WMR Keynote Speaker....The WMR Product Show is the kickoff event of the WMR Conference AND the AIA Las Vegas Membership Meeting. The show opens at 3PM on Thursday, October 8th. Get there early so you can visit all the booths. The reception begins at 6PM, dinner at 7PM, Keynote speaker (to be announced) at 8PM....and Prizes and giveaways throughout the evening. Yes, we need your RSVP.

OCTOBER MEMBERSHIP MEETING

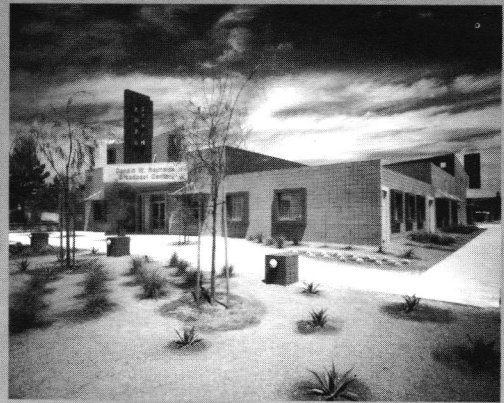
Stanley Abercrombie, Editor of Interior Design Magazine (past editor of Architecture Magazine) will be the guest speaker at our October Meeting. Another in the Klai::Juba Lecture Series, the meeting will be held at the UNLV School of Architecture on Thursday, October 19th.

NOVEMBER MEMBERSHIP MEETING

It's true. Reed Kroloff, Design Editor of Architecture Magazine will be the guest speaker for the November Meeting. This could be fireworks.....as the architecture critic faces the designers in the building he criticized. That's right, the meeting is being held in the UNLV School of Architecture, and we'll all have an opportunity to discuss the criticism....and many other issues dealing with design. The meeting is scheduled for Wednesday, November 18th. Mark your calendar.

BRIEFS

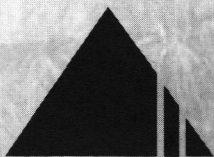
Congratulations to Evan Vause, AIA for passing the ARE and upgrading from Associate AIA to Architect...Gina Spaulding has left the State Board of Architecture and is now working for Clark County...Glen Ashworth, AIA has been elevated to the leadership role of Facilities Unit Manager for Carter & Burgess. Craig Marshall will assist Glen as Structural Group Leader. Congratulations to both...



Straight lines and angular geometry accented by the way of color, metal alloys and glasswork characterized art deco structures of the 1920s and 1930s. A tangible translation of the rhythm of a continually changing society and the accelerated tempo of a new age.

Likewise, The Donald W. Reynolds Broadcast Center is a response to the population boom and cultural growth of a dynamic community. The Desert Deco structure evokes the facades of Strip hotels and movie houses from the earlier part of the century. Inside, clean lines and high tech finishes and furnishings are highlighted with bold splashes of color. The new permanent home for KNPR 89.5 FM, southern Nevada's public radio station is located on the West Charleston campus of the Community College of Southern Nevada. The 15,500 square foot facility consists of a 9,500 square foot administrative facility and a 6,000 square foot state of the art digital production and broadcast studio.

Donald W. Reynolds
Broadcast Center



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REGISTER TODAY!!!!!!

WMR Registration Form CONFERENCE

(Duplicate this form as necessary)

Name for Badge (Please Print) _____

Firm/Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Name of Accompanying Spouse/Friend _____

If you have special needs or requirements,
please contact the AIA Nevada office at 702-895-0936

This form is for conference registration only.
refer to the next panel for hotel accommodations.

Registration Fees

Registration Fee includes WMR Programs, WMR Product Show & Dinner, Host Chapter Party and Casino Tour.

By 9/1 After 9/1

AIA Members	130.00	150.00	_____
Non-Members	150.00	180.00	_____
Associates	100.00	120.00	_____
Spouse/Friends (full conference)	100.00	120.00	_____
Spouse/Friends (host party only)	40.00	40.00	_____
Interns/Students	50.00	80.00	_____
Total Registration Fees			_____

WMR Design Awards Banquet

Please reserve _____ tickets @ \$50.00 each _____

Please reserve _____ tables for 10 @ \$500.00 each _____

Optional Tours: (Preregistration is required)

Casino Tour:

Saturday, Noon-4pm _____ N/C _____

Sunday, 11am-3pm _____ N/C _____

Historic Walking Tour:

Saturday, Noon-4pm _____ @ \$35.00 each _____

Sunday, 11am-3pm _____ @ \$35.00 each _____

Hoover Dam Tour:

Saturday, Noon-4pm _____ @ \$35.00 each _____

Sunday, 11am-3pm _____ @ \$35.00 each _____

Architectural Tour:

_____ @ \$35.00 each _____

Daredevil Tour:

_____ @ \$65.00 each _____

Shopping Tour:

_____ @ \$35.00 each _____

Total Payment for WMR Registration & Options: _____

Payment of Fees:

1. To Pay By Check:

Please make checks payable to: **AIA Nevada**
and mail with your registration form to:

AIA Nevada
UNLV Box 454018
Sogg Architecture Building
4505 S. Maryland Parkway
Las Vegas, NV 89154

2. To Pay By Credit Card*:

Please complete this portion and **FAX** this registration form
to: **702-895-4417** or **MAIL** to the address above.

VISA _____ Mastercard _____

Credit Card Number: _____

Name on Card: _____

Signature: _____

*a \$5.00 credit card fee will be added to payments by charge card.

WMR Registration:

To register for the **WMR CONFERENCE** and all WMR activities, complete this registration form and fax or mail it to AIA Nevada, along with payment of all your registration fees. The registration fee includes the WMR product show & dinner, WMR Programs, The AIA Nevada Host Chapter Party, and the Casino Tour. Optional activities include the WMR and AIA Nevada Design Awards Banquet and your choice of the optional tours. Visit our website for any further information on registration at www.aianeveda.org

Hotel Accommodations:

Bally's Las Vegas is the host location for the **WMR CONFERENCE**. Our special rate is \$115.00 plus tax, per night (single or double occupancy). You may arrange your hotel accommodations at Bally's Las Vegas anytime between now and September 8. After this date availability can not be guaranteed. Please make your reservations early. Call Bally's Las Vegas at 800-833-3308. Be sure to tell them you are with the "**AIA WMR CONFERENCE**" and reference the computer name "**BARCH**".

Airline Transportation:

For special discount rates on airfares (United or Southwest), contact Prestige Travel at 800-553-0204. Be sure to mention that you are attending the **WMR CONFERENCE**. Arrangements for automobile rental can also be handled through Prestige Travel.

Need a room? Better call today. AIA Room Block only
good until 9/14, and except for our block, Bally's is completely
sold out on Oct. 9 & 10.

Speakers and Programs...

In exploring the question of Gambling With Growth we have assembled guest speakers from all over the region to share their expertise. The keynote speaker (tba) will officially start the conference with a presentation at the WMR Product Show Dinner on Oct. 8th.

Density vs. Sprawl: Urban Growth Boundaries

Senator Dina Titus, Nevada
Commissioner Erin Kenny, Las Vegas
John Fregonese, Calthorpe Associates, Portland Oregon
Moderator: Jon Ralston, Las Vegas Review Journal

Growth in the Western City: What's the Right Solution?

William E. Riebsame, Geography Professor, University of Colorado
Steve Holbrook, Coalition for Utah's Future

The New Las Vegas: Public/Private Partnership and Urban Redevelopment

Richard D. Smith, Vice President, American Nevada Corporation
Rob Snowden, Executive Vice President, World Entertainment Centers
Teresa O'Donnel, Las Vegas City Planner

Masterplanned Communities: A Blueprint for the West?

Jeff Rhodes, AIA, The Howard Hughes Corporation
Alex Marshall, Author and journalist on issues of urban design and planning

AIA Continuing Education Credits:

All speakers and programs, including the WMR Product Show, and the Design Awards are registered for AIA CE Credits.

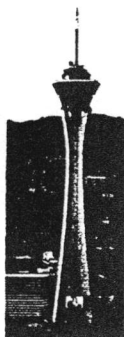
Behind-the-scenes Casino Tour:

A part of your **WMR CONFERENCE**, this tour will include the planning and design involved in casino operations, gaming and high roller facilities. Tours are available on Saturday, October 10th and Sunday, October 11th. Space is limited, so preregister now.

The AIA Nevada Host Chapter Party:

The Host Chapter Party will be held atop the Stratosphere Tower, one thousand feet above the Las Vegas strip. The party will be a spectacular affair with food, drinks, and Las Vegas style entertainment. Free visits to the observation deck and discounted tickets for the "Big Shot" and "Roller Coaster" atop the Stratosphere will be a part of the evening.

Sponsored by Nevada Power Company, Northwind Las Vegas, and Southwest Gas Company.



The AIA Nevada & WMR Design Awards Programs

Four awards programs are offered this year:

AIA Nevada Service Awards - WMR Honor Awards

AIA Nevada Design Awards - WMR Design Awards

For full information on criteria, costs, registration, submittal requirements and deadlines check the AIA Nevada website at www.aianevada.org or call AIA Nevada at 702.895.0936.

The WMR Product Show:

2 Big Days - 125 Exhibitors - Up-to-the-minute products and technology - reception and dinner - WMR Keynote speaker - CE Credits - Door prizes and giveaways. Don't miss this great kickoff to the **WMR CONFERENCE**.

Optional Activities and Tours...

The WMR and AIA Nevada Design Awards Banquet:

The Design Awards Banquet is a black-tie optional event, and will be the highlight of the **WMR CONFERENCE**. Held in the Pacific Ballroom at Bally's Las Vegas on Saturday evening, October 10th, it includes a cocktail reception and Silent Auction at 6PM, Dinner at 7:30PM and the Awards Program at 8:30PM. Tickets are \$50.00 each. Tables of 10 can be reserved for \$500.00 each.

The Silent Auction benefits the AIA Las Vegas Scholarship Endowment Fund, and features a variety of packages and items including artwork from nationally acclaimed artists and architects.

Tours

Preregistration and payment is required for the tours. Maximum for each tour is 48 persons. Tours are subject to cancellation if less than 20 register.

Architectural Tour of Las Vegas:

This tour begins with a picnic lunch in beautiful Red Rock Canyon, and includes visits to the Las Vegas Library/Lied Discovery Museum designed by Antoine Predock, the Flamingo Library designed by Michael Graves, and other exceptional sites. Saturday, October 10th ONLY - Noon - 4PM. Tickets are \$35.00.

The Hoover Dam Tour:

One of the great wonders of the West. This tour includes a stop at the historic Boulder City Hotel for lunch, then on to Hoover Dam and a guided tour of the complete facility. Tour is offered on Saturday, October 10th, Noon - 4PM and on Sunday, October 11th, 10AM - 3PM. Tickets are \$35.00.

Historic Walking Tour:

This tour begins with lunch at the historic Frogee's Restaurant and include visits to some of the early structures and a colorful history of downtown Las Vegas. Offered on both Saturday, Oct. 10th and Sunday, Oct. 11th. The cost is \$35.00 per person.

The Daredevil Tour:

This is for those AIA members and friends who like "life on the edge". Tour includes tickets for the Skyscraper at MGM Grand, the New York New York Roller Coaster, and The Big Shot atop the Stratosphere Tower. If you accomplish all three, your guide will provide you with a signed certificate that verifies your "daredevil" status and you will be recognized and honored at the WMR and AIA Nevada Design Awards Program. Offered on Saturday, October 10th, 1PM-4PM. Tickets are \$65.00.

Fabulous Las Vegas Shopping Tour:

This tour begins with lunch at the Fashion Show Mall on the Strip, then on to the Forum Shops at Caesar's and outlet shopping at the Belz Outlet Shops. This tour is offered Friday, October 9th, 10AM - 3PM. The cost of the tour is \$35.00.

For updates on these activities, contact the AIA Nevada website at www.aianevada.org.



AIA Las Vegas proudly presents....

“HOW TO MAKE THE NEW B141 A MARKETING AND RISK MANAGEMENT TOOL”

(Offered in conjunction with the 1998 AIA Western Mountain Region Conference)

*A Half-Day Seminar Especially Developed for Architects
to Explore the Changes and Opportunities in the New B-141.*

10:00AM - 3:00PM, Thursday, October 8, 1998
at BALLY'S Las Vegas, Bronze #4

DISCUSS THE CRITICAL CHANGES IN THE DOCUMENT AND INTERACTIVELY DESIGN COMMUNICATION AND NEGOTIATION STRATEGIES TO BETTER CHART YOUR COURSE TOWARD THE BEST AGREEMENT POSSIBLE. CONTRACT FORMULATION AND NEGOTIATION ARE THE MOST IMPORTANT LOSS PREVENTION, QUALITY ASSURANCE AND PROFIT-INFLUENCING ACTIVITIES YOU PERFORM AS A FIRM PRINCIPAL. EXPLORE CLIENT'S INTERESTS, ARCHITECTS' INTERESTS AND TEST YOUR THINKING IN LIVELY ROLE-PLAYS. OUR OBJECTIVE IS TO RETAIN THE NEWLY PRESCRIBED TERMS AND SCOPE LANGUAGE OR ADD THOSE CLAUSES THAT ARE CRITICAL TO PROJECT SUCCESS AND CLIENT SATISFACTION. GET COMFORTABLE WITH THE NEW B141 AND START DESIGNING YOUR GAME PLAN FOR SUCCESS.

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1998 photo show

image: j. windom kimsey

image: jeff bender

image: sean coulter

image: kevin kemner

The Las Vegas Chapter of the American Institute of Architects would like to announce the 5th Annual Built Environment Photo Exhibit. This juried exhibit will be on display from 27 October, 1998 to 27 December, 1998 at the Sahara West Library, 9600 West Sahara Avenue in Las Vegas.

image: kevin kemner

This show will feature selected images which depict buildings and other aspects of the built environment throughout Nevada.

Work submitted for this exhibit should feature the built environment in the State of Nevada. Submittals may be either color or black and white, mounted 35mm slides. All slides should be marked with the name of the artist, title, location, and the lower left corner of the image as the artist would like it to be viewed.

Selected slides will be printed and matted for display. At the conclusion of the exhibit, matted prints will be returned to the artist.

The entry fee is \$5 per slide, or \$20 for 5 slides.

Submit slides no later than 4:00 p.m., 11 September, 1998 to:

Tate & Snyder Architects
709 Valle Verde Court
Henderson, Nevada 89014
Attention: AIA Photo Show

Any questions or comments may be directed to Jeff Bender at Tate & Snyder Architects, 456-3000.

AIA Las Vegas shall make every effort to return the submitted materials to the artist. However, AIA Las Vegas cannot assume any responsibility for loss or damage of submitted materials.

All photos shall remain the property of the artist, however the AIA Las Vegas reserves the right to publish (print/electronic) all submitted photos as it sees fit.

AIA Las Vegas would like to thank the Las Vegas-Clark County Library District for their continued support of this event.

AIA Las Vegas



THE SEPTEMBER MEMBERSHIP MEETING
IS THE
"1998 WMR PRODUCT SHOW"

125 Exhibitors, Up-to-the minute products, services and technology,
AIA CE Credits, Great Food & Drink, Door Prizes and the
Keynote Speaker for the WMR Conference

WHEN:

Thursday, October 8, 1998

3:00 pm - Show Opens

6:00 pm - Reception

7:00 pm - Dinner

8:00 pm - WMR Program

WHERE:

BALLY'S LAS VEGAS
GRAND BALLROOM

**KEYNOTE
SPEAKER**

DR. KEITH SCHWER, PH.D.
DIRECTOR, UNLV CENTER FOR BUSINESS
& ECONOMIC RESEARCH
"1999 DESIGN & CONSTRUCTION PREVIEW"

Seating for Dinner may be limited.
IF YOU PLAN TO ATTEND,
PLEASE RSVP (EARLY) TO

895-0936

NO CHARGE for Guests

FROM: AIA Las Vegas
TO: All Las Vegas Artists

IMPORTANT NOTICE - PLEASE CIRCULATE

ARCHITECTURE WEEK IN NEVADA

October 4-10, 1998

AIA Las Vegas is again joining with the Contemporary Arts
Collective to prepare

Artists & Architects, Exhibit III
“Gambling With Growth”

An exhibition created through the collaborative efforts of Las Vegas artists and architects...
exploring the “Gambling With Growth” theme and what it means to the valley; and celebrating
the art and architecture of Las Vegas.

The Artists & Architects Teams will be organized
at the 2nd **MIXER**

6:00PM, Wednesday, September 9, 1998

Contemporary Arts Collective Gallery

103 E. Charleston, Suite 102

(In the Arts Factory - Charleston and Casino Center)

Bring your ideas and samples of your work.

Come to the MIXER and join with other creative beings.....

It's great fun...and a wonderful way to help celebrate Architecture Week.

The exhibit will be on display during Architecture Week and
throughout the month of October at the
UNLV School of Architecture, Sogg Architecture Building

Plan to attend the MIXER and Call 895-0936!

FROM: AIA Las Vegas

IMPORTANT NOTICE - PLEASE CIRCULATE

ARCHITECTURE WEEK IN NEVADA
October 4-10, 1998

AIA Members and Firms are invited to display samples of their work for this special exhibit.....

“Architects On Display”
GALLERIA MALL

Installation & Set-up = 7-10:30AM October 4

Disassemble = 7-9:00AM on October 11

The purpose of Architecture Week is to increase public awareness of architecture and the importance of the work of architects. This is an excellent opportunity to display models, renderings, photographs, any and all materials telling about your firm and your contributions to our built environment.

For further information and to participate contact
Shawn Soucie at 260-7000 or 641-5021

AIA Las Vegas

A Chapter of The American Institute of Architects

NOMINATIONS FORM 1999 Las Vegas Board of Directors Elections

Please write (print) your Nominee's name in the space provided,
and fax this form to the AIA Office at 702-895-4417.

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Please write (print) your Nominee's name in the space provided,
and fax this form to the AIA Office at 702-895-4417.

The Legislative Affairs Committee consists of Michael Crowe, AIA, President AIA Nevada, , Greg Erny, AIA, Max Hershenow, AIA working in conjunction with Mike Hillerby, Lobbyist.

LASTING IMAGES - ALL AMERICAN SPORTPARK ... A CHALLENGING PROJECT FOR HCE

While unusual and one-of-a-kind projects, like the \$50 million All American SportPark, at Las Vegas Boulevard and Sunset Road, can be fun to work on, notes Tom Harris, president of Harris Consulting Engineers (HCE), a professional mechanical and electrical engineering firm serving the Las Vegas area since 1983. They also come with their own set of unique challenges.

"The biggest challenge for HCE was to keep up with and react to the evolving nature of the project. Most of the concepts and areas within this one-of-a-kind project were so unique that they continued to evolve after the drawings were done. The project criteria has definitely been fluid from the start," stated Harris.

The All American SportPark, a 65-acre entertainment complex, offers an indoor nine-hole, par three golf course with a clubhouse and driving range; batting cages, designed into a major league-like baseball stadium; a NASCAR-licensed GoKart track designed by Winston Cup racing champion Jeff Gordon; and a 10,000 square foot replica of Boston Gardens, where food vendors serve real Fenway Franks and Doger Dogs, and many other sports specialties.

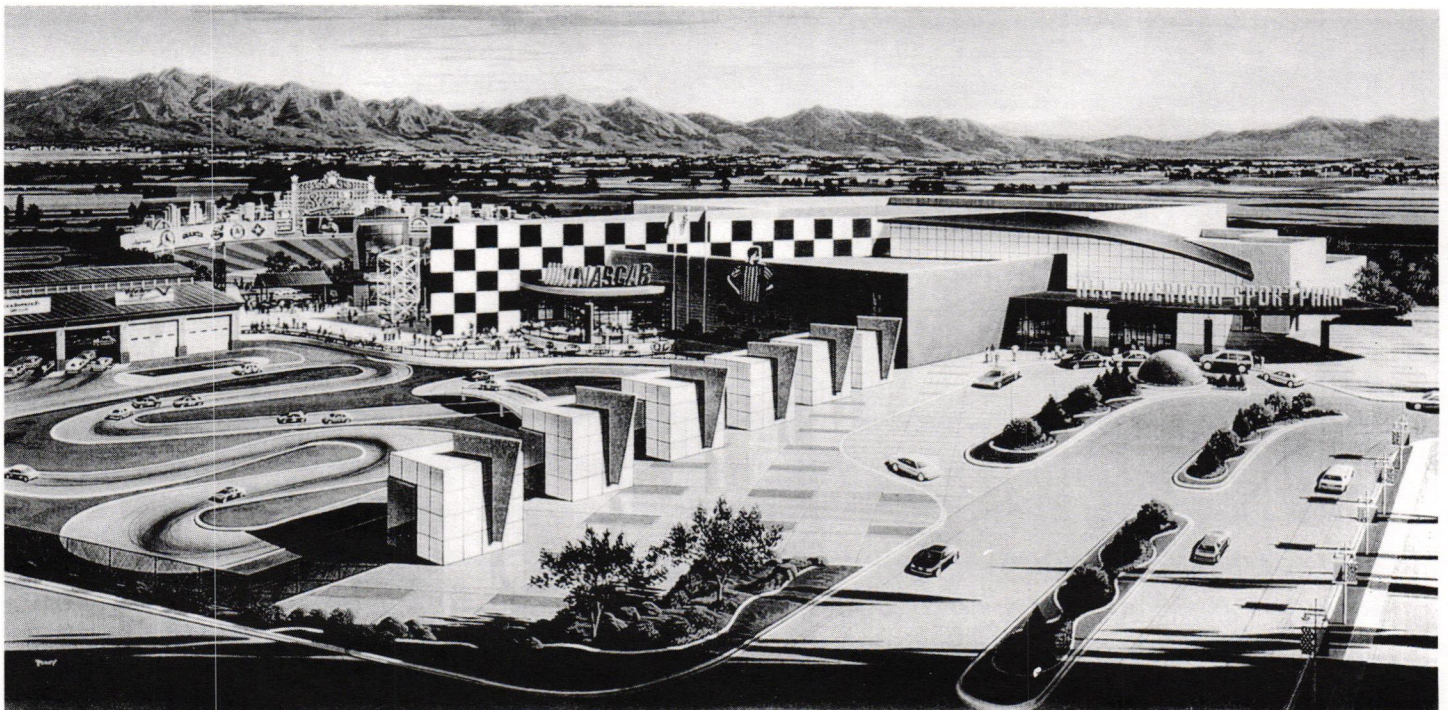
"The AASP project developed into a completely different space from what was originally envisioned," says Harris, "which kept project manager Greg Larson hopping." HCE has been responsible for the heating, ventilation, and air

conditioning (HVAC) and plumbing and electrical design for the ongoing project, committing at varying times over a two-year period, a full-time HVAC, plumbing and electrical designer, in addition to Greg and the supporting CAD staff.

Part one of the project included the clubhouse building, driving range and golf course, which was completed in the fall of 1997. Part two - which includes the main AASP building - encompasses a 950-seat arena; a rock climbing wall; the Boston Gardens restaurant, which contains separate areas within the restaurant dedicated to basketball, baseball, football, etc.; retail and display spaces; the NASCAR racing building; and an area adjacent to the main building called slugger stadium, which has the look and feel of a real major league ball field and, via special video effects, can place the batter against such backdrops as the Green Monster in Fenway or the ivy-covered walls of Wriggley Field, facing a pitcher like Roger Clemens of the Toronto Blue Jays.

"When all the separate phases, submittals and document packages are considered, this was a large project for HCE," admits Harris. "The project was designed as a fast track project, and it has kept us challenged for more than two years. I know it will challenge park visitors as well for many years to come."

Project architect was Swisher-Hall, AIA, Ltd. of Las Vegas.



by Michael Alcorn, AIA
Director, UNLV School of Architecture

During the first week of August, the School received notification that the Landscape Architecture program had received a three-year accreditation by the national Landscape Architecture Accrediting Board (LAAB). That accreditation, the FIDER accreditation of the Interior Design Program in May and the NAAB architectural accreditation last October completes the accreditation of the School's three design programs. Last year seemed to be a year of continually jumping through accreditation hoops, this year is a year for the School to focus upon raising standards and quality of student work in order to meet the needs of the design professionals in Nevada.

The year in front of the School suggests promise. With yet a week to go before the term begins, enrollments are already 7 percent above last year. Two new faculty members have been hired: Adil Sharag-Eldin, recently of Cal-Berkeley, will be teaching environmental controls. Professor Sharag-Eldin's area of research concerns natural ventilation and cooling in desert environments. Professor Sharag-Eldin was recently quoted in the *Review Journal*, along with a flattering photograph of the back of his head. Jeffrey Hartnett, formerly of the University of Arkansas who has recently returned from two years in China, will head up the lower division design courses. During the next year, the School will be conducting national searches for two architecture positions, a landscape architecture position, a basic design position, a model shop supervisor and a computer technician.

Several Las Vegas professionals will be participating in the Program during 1998-99, Brandon Sprague of Holmes-Sabatini, will be teaching fourth year design. Kevin Kemner, of Tate & Snyder, will be teaching the "Bridge" graduate studio and Bob Fielden, of the countless Fielden companies, will be teaching the Comprehensive Studio where fifth year students take a project from programming through design development. Bob, a member of the national accrediting board, was instrumental in requiring a comprehensive studio as accreditation criteria, now he has the task of pulling it off. The School will also begin implementing two new Design Practice Management Courses this year which were developed with the advice and assistance of Ray Lucchesi, of Lucchesi-Galati, who will also teach the courses. Liza Hansen, a full-time faculty member and designer for Yates-Silverman, has assumed the role of Architecture Coordinator for the School.

Two speakers have been contracted for the fall Klai::Juba Lecture series; Stanley Abercrombie, editor of *Interiors*, and Michael Sorkin, designer, author and architecture critic for *The Village Voice*. Other fall speakers include Paul Turner, Edgar Reinhard, Norman Klein and Marc Treib. Negotiations are in process to bring in Maya Lin, Steven Holl and Jeff Meikle during the spring. During the fall, the School will also host the WMR design exhibits, an exhibition on campus planning and a review of the catalog architecture practice of Geo. F. Barber & Co. (The Barber exhibit is really good and may change the perception of architecture as we know it.)

DON'T MISS THE BARBER EXHIBIT

Michael Alcorn's extensive research into Geo. F. Barber houses, will ultimately culminate in the publication of the definitive guide to this work. In the meantime his delightful exhibit, entitled "Between You and a Hideous Monstrosity", the houses of Geo. F. Barber & Co., is scheduled to open on September 1st at the UNLV Architecture Studies Library, and should not be missed.

Geo. F. Barber & Co., was the leading mail-order architectural firm in the United States between 1887 and 1913. Located in Knoxville, Tennessee the firm provided mail-order architectural services to over 20,000 home-builders in every state in the Union and many foreign countries. These proud and pretentiously overwrought homes lined the main streets of many small towns major cities. Michael's four-year study has located nearly 1,000 Barber houses in 42 states. The exhibit features photographs of the Barber-designed houses built or customized from over 100 different catalog designs. The exhibit will be on display from September 1-30.

AIAS UPDATE

by Caven Raco, AIAS President
Debi Duesing, AIAS Vice President

On Saturday, August 22nd we held our first AIAS fund-raiser. We held a car wash on the corner of Pecos and Russell Road. We got off to a slow start but by noon we were hopping. We raised \$197.00 that will go into our National Forum Fund. We want to thank everyone who dropped by to get a wash and give support. We will keep you informed as to the next car wash date.

School starts on August 31st, and we are planning a massive membership drive. We have many ideas in the works to make this years membership the largest yet.

"Friday @ Five": We have been working hard organizing a fun, educational year. Our first "Friday @ Five" event will be September 11th, at 5PM in the East yard at the Sogg Architecture Building at UNLV. It will be a BBQ with live music. We hope you will drop by and mingle with the new and old AIAS members. We are eager for you to join us so we can get to know you. Our future "Friday @ Five" events will hopefully focus on Regional Environmental design concern. We hope to get you, the professionals, involved. Keep an eye open for further information on these events and if you have any suggestions or would like to participate, please call the AIAS office.

Gopher Raffle: We are planning a "Gopher Raffle". We will be raffling off a student gopher for a day. Tickets will be sold at the AIA Fall Putting Tournament, September 4th, for \$10.00 each. The winning ticket will be entitled to the use of one architecture student as an office assistant for a total of 8 hours. A 48-hour notice must be given in order to guarantee a student. A 24-hour notice may be requested, but not guaranteed. Work must be limited to a professional office. We hope you will support us and try your luck. You never know when you're going to need a little extra help.

Donations Needed for AIAS Yard Sale: On Saturday, September 19th, the AIAS will be holding a yard sale in the East yard, adjacent to the Sogg Architecture Building. It will benefit students who wish to attend the AIAS National Forum in Florida this November. This is one of our major fund-raisers this semester. You can help the AIAS by donating items to be sold at this event. Anything, big or small, will be greatly appreciated. If you have items that you wish to donate, call the AIAS office at 895-4268. we will gladly pick them up at your home or office.

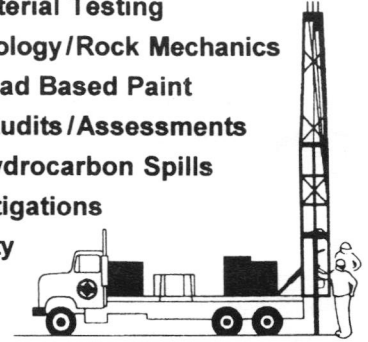
We really do hope you will get involved with the AIAS. We look up to you, the professionals in the community, and are eager to know and learn from you. Please, come to our events

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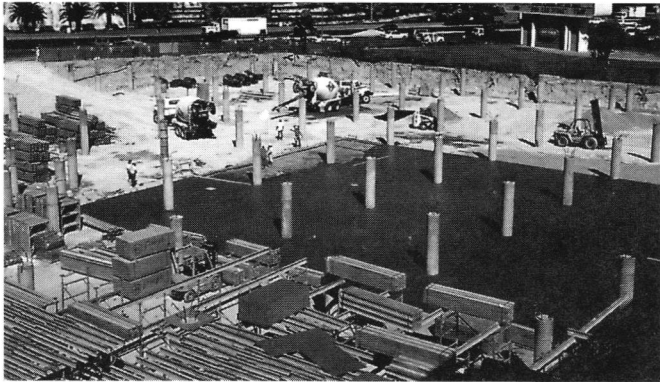
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HOME REMODELING PROJECTS

Woman's Day Special Interest Publications is looking for noteworthy residential remodeling projects to include in an upcoming issue of *Home Remodeling*. They are interested in * whole house remodels * additions * single or multiple-room remodels * exterior facelifts * decks * sunrooms/conservatories * kitchens and baths * historic homes * loft conversions and * modern minimal homes. If you have a project you'd like to have included contact Denise Tiles, Woman's Day Specials, 1633 Broadway, 42nd floor, New York, NY 10019 - 212.767.6818.

SDA NEWS

CAN-STRUCTION POSTPONED

If you were getting anxious to get started on your CAN-STRUCTION project, then you can save that energy until after the first of the year. In order to focus the proper attention on this important project, SDA has postponed CAN-STRUCTION until the spring of 1999. Just make a note on your calendar.

THANKS TO SDA

The August cruise on Lake Mead was especially enjoyable because the members of SDA joined us. The weather was beautiful, the food was great, the stars were bright and everyone had a wonderful time. Many, many thanks to SDA for participating with us and making the August meeting a very special one.

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CALL FOR ENTRIES

NAIOP SPOTLIGHT AWARDS - CALL FOR ENTRIES

The Southern Nevada Chapter of the National Association of Industrial and Office Properties (NAIOP) is seeking entries for its second annual Spotlight Awards, scheduled for Saturday, March 6, 1999 at The Mirage Hotel & Casino. The organization is mailing out "call for entry" forms this week for the competition, which is open to developers architects and contractors who are active in the Southern Nevada market and members of the Southern Nevada NAIOP Chapter. The call for entry forms must be returned by September 11th, in order for applicants to receive an official entry packet.

The Spotlight Awards program encourages and recognizes distinguished public and private projects located in Southern Nevada. Categories include master planning for public and private office and business parks, office buildings, build-to-suit projects, light industrial/flex buildings and warehouse/distribution projects.

Rick Smith, vice president of office and industrial properties for American Nevada Corp., is chairman of the 1999 Spotlight Awards committee and a board member of the Southern Nevada NAIOP Chapter. Smith said he looks forward to significant expansion of the program in its second year.

More information can be obtained by calling the Southern Nevada Chapter of NAIOP at 798-7194.

MY TOWN IS GROWING BY LEAPS AND BOUNDS

This clever design competition is a first-time event developed by Shawn Souci for elementary school participation in this year's Architecture Week celebration. Elementary school children, ages 5-13 are invited to participate by building structures out of popsicle sticks, toothpicks, yarn, beads, rocks, and paint and glue that interpret the phrase "My town is growing by leaps and bounds...." The items will then be put on display at the Galleria Mall during Architecture Week. Prizes will be awarded in three age categories (5-7), (8-10), (11-13) for creativity, use of materials and best display of the theme. Encourage your youngsters to participate and don't miss the exhibit during Architecture Week.

CONTINUING EDUCATION

By Randy Lavigne, Executive Director

SEPTEMBER 9&10, 1998

"DESIGNING LOW ENERGY BUILDINGS WITH ENERGY 10"

presented by The Passive Solar Energy Council
UNLV School of Architecture - Computer Lab

8:30 AM - 4:15 Both days

(Normally \$250.00) This is a hands-on computer workshop utilizing the latest Energy 10 software. Offered FREE - one time only

For full details and registration contact AIA Las Vegas, 702-895-0936

FREE + 16 CE Credits and HSW Hours

OCTOBER 8, 1998

"HOW TO MAKE THE NEW B141 A MARKETING AND RISK MANAGEMENT TOOL"

presented by DPIC Companies

Bally's Bronze Room #4

10AM - 3PM

A fast-paced and very interactive session designed to develop rationale and negotiating strategies for key clauses in Article I "Terms and Conditions" and Article II "Scope of Services". Presented by Roger C. Brady, AIA

(Normally \$150.00) Offered at \$50.00 - special one time WMR rate during WMR (includes lunch and B141 Document)

To register call 800-227-8533 ext. 337 or use the enclosed registration form.

12 CE Credits and 4 HSW Hours

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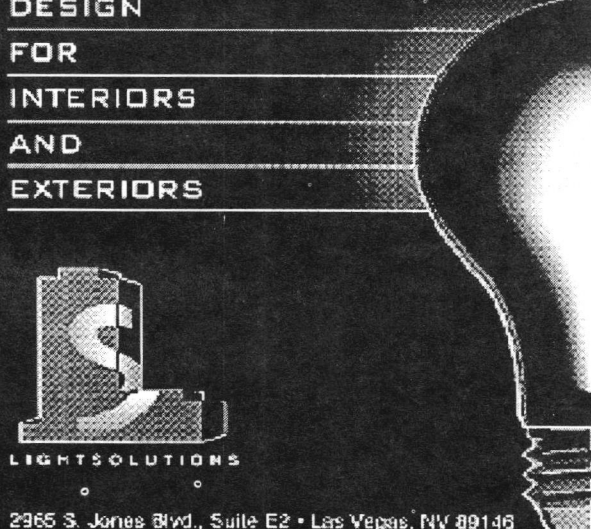
by Bill Gallagher, Ph.D.

4. Make it an easy name. Easy to say, easy to spell, easy to remember, and make it easy to tell others about you. Practice it. Print it. Look at it. Do you really like it? Maybe it's okay.
5. Is it clear, what it is that you do for your customers? Acme Shoe Repair, we all understand. The Transactional Feedback Reengineering Management Group is very puzzling.
6. With you name, is your niche claim understandable? We like the east coast fast-food home delivery chain called Hot 'n Now. And, does your name fit your logo, your slogan, your overall identity? Does it work? Are you sure?
7. If the Yellow Pages are an important source of customers, should you be Aaacme or A-1 Whatever? What about Aardvark Printers?

Your business name is crucial to your overall marketing effort. Even if you've been in business for several years, it's not too late to look again at your business name. Chances are that you've violated two or three of the seven suggestions we've listed. By the way, if you make the change carefully, your faithful clients will follow you and most will be very happy that you chose a new name that they could relate to and clearly understand.

*(reprinted from Guerrilla Marketing Online,
www.gmarketing.com)*

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SEPTEMBER

CONTENTS:

PRESIDENTS MESSAGES BRIEFS OPINIONS STATE AND LOCAL NEWS DESIGN NEWS IS

SEPTEMBER

- 1 AIA Nevada Service Awards
WMR Honor Awards
WMR Design Awards
Submittals Due
- 1 Barber Exhibit Opens
6:30P Architecture Library
- 4 AIA Fall Putting Tournament
Angel Park 6:30P
- 8 AIA Las Vegas Board Meeting
11:30A - School of Architecture
- 9&10 "Designing Low Energy Buildings"
8:A-4:P School of Architecture
- 17 AIA Nevada Board Meeting
11:30A - School of Architecture
- 18 AIA Nevada Design Awards
Submittals Due

OCTOBER

- 4-10 ARCHITECTURE WEEK
Artists & Architects III
Architects In Schools
Built Environment Photo Show -
Architecture Exhibits at Galleria
- 8 WMR Product Show &
AIA Membership Meeting
3:30P - Bally's Grand Ballroom
- 8-11 WMR CONFERENCE
Bally's Las Vegas
- 10 WMR & AIA Nevada Design Awards
6PM - Bally's Pacific Ballroom - \$50.
- 13 AIA Las Vegas Board Meeting
11:30A - UNLV School of Architecture
- 15 AIA Nevada Board Meeting
11:30A - School of Architecture
- 29 October Membership Meeting
Speaker - Stanley Abercrombie
6:P - UNLV School of Architecture

NOVEMBER

- 10 AIA Las Vegas Board Meeting
11:30 A - School of Architecture
- 18 AIA Membership Meeting
Speaker - Reed Kroloff, AIA
UNLV School of Architecture 6P
- 19 AIA Nevada Board Meeting
11:30A - School of Architecture